Entry, re-examination and reconsideration of the claims are respectfully requested.

SECTION 102 REJECTION

Claims 1-14 are rejected under section 102 as unpatentable over Pine et al., U.S. Patent No. 5,561,282 (1996). However, Pine et al. does not disclose, teach or suggest the invention of the amended claims 1-14.

THE CLAIMED INVENTION

In summary, in one embodiment, the present invention is a POS transaction system 111, including a cash register 210 and an iPOS transaction terminal 1111. Paragraph 0034.

The link 130 communicatively couples the merchant 110 to the service providers 120, 140, 150. Paragraph 0029.

The service-provider 150 may be an advertisement server. The service provider 150 may serve up any content that a customer may find interesting or that may provide useful information --- for example, an advertisement, promotion or survey. Paragraph 0033.

The CRU 112 interacts with the customer to complete or enhance the transaction. Paragraph 0037.

While the CRU 112 waits for the service provider 120 to validate the transaction, the CRU 112 communicates with the customer-relations manager 150 over the link 130 to receive content for display to the customer. Paragraph 0047.

The retail system 100 offers tier-3 retailers targeted-marketing opportunities at the point of sale while processing credit and debit transactions. Paragraph 0050.

The numerous embodiment of the iPOS transaction terminal permits the small, tier□3 retailer to minimize cost by choosing an iPOS transaction terminal 1111 configured

exactly for that small retailer's business. The retailer need not pay for functionality that it may never use. Paragraph 0051.

THE PRIOR ART

— Pine et al., U.S. Patent No. 5,561,282 (1996)

Pine et al. '282 relates to a signature-capture pad for digitizing a signature provided with a financial transaction. Pine et al. '282 teaches that credit cards typically include two sources of essential account information. A magnetic stripe includes the account number, expiration date, cardholder's name, and other information. Embossed characters also provide the account number, expiration date, and cardholder's name in a form that may be recognized by a merchant.

In order for a credit card transaction to be processed, a merchant must collect a variety of data associated with the transaction. This data typically includes the purchase price and date of the transaction, the account number and expiration date of the credit card, and the cardholder's name and signature. Once this data is collected, the merchant transmits the transaction data, along with its merchant identification code, to a credit card transaction processor. The credit card processor sorts the data according to the company that issued the credit card, and forwards the data to the appropriate company. At that point, the credit card issuer posts the transaction to the cardholder's account and the purchase amount is credited to the merchant.

The equipment includes point-of-sale (POS) equipment used by merchants and computer systems used by credit card processors.

In addition to a cash register, merchants that accept credit cards use other POS equipment to collect data associated with the credit card. This equipment usually includes electronic terminals that read the account number and expiration date from a magnetic stripe on the credit card and transmit the transaction data to the credit card processor. Such equipment may be separate from, or integrated into, the cash register equipment.

The POS equipment typically includes a printer that is capable of printing a sales receipt.

This process of retaining and retrieving signed receipts is simplified if the merchant employs POS equipment that allows the cardholder's signature to be

digitized, transmitted, and stored along with the numeric data associated with the transaction. In such cases, the signature is digitized as the cardholder signs the credit card receipt. The digitized signature data and numeric transaction data are combined and transmitted to the credit card processor, where the data is stored for a predetermined period of time.

Furthermore, a merchant's existing POS equipment may be connected to peripheral devices, such as check readers for automatically reading checking account data and PIN pads, which are used to input a debit card user's personal identification number (PIN).

In order to facilitate the automatic collection of transaction data, it would be desirable to provide a signature capture device that could be used in conjunction with existing electronic cash registers and POS terminals.

Each electronic cash register also may include a display or printer capable of producing a facsimile signature corresponding to the digitized signature signals.

To better accommodate these customers, the merchant may wish to obtain customer signatures on a transaction receipt at a counter location remote from the electronic cash register. Likewise, in this and other POS environments, the merchant may wish to present sales receipts to customers at a counter location away from the electronic cash register in order to prevent customer lines from forming at the register. An inexpensive add-on signature capture device should give a merchant the flexibility to conduct sales transactions in such aforementioned situations.

Furthermore, because some POS equipment includes interconnected peripheral devices having a limited number of communications ports, there is a need for a signature capture pad that may be connected to existing POS equipment, and that facilitates data communication between POS equipment and peripheral devices.

In addition, an alternative embodiment provides a personal identification number (PIN) pad. The preferred signature capture pad provides an additional serial communication port that may be connected to peripheral devices such as a MICR check reader, embossed card reader, PIN pad or other serial devices.

The POS terminal includes a display, a keypad, and a device such as a magnetic stripe reader for obtaining numeric data associated with the transaction.

The POS equipment also includes a printer for printing a receipt. A remote host computer receives transaction data from the terminal.

More particularly described, a transaction processing system employing the preferred signature capture pad includes a terminal that includes a keypad and is capable of obtaining numeric data associated with the financial transaction.

Thus, the present invention provides a standalone signature capture pad that is independent of the POS terminal. The signature capture pad is operative for acquiring signature information in connection with a financial transaction and for communicating the signature information to the POS terminal.

According to another aspect of the present invention, a signature capture/PIN pad includes an electromagnetic digitizer including a grid and a stylus.

The PIN pad includes a display and a keypad, and is operative to provide numeric signals in response to the actuation of the keypad.

THE CLAIMED INVENTION DISTINGUISHED FROM THE PRIOR ART

Pine at al. '282 does not teach, suggest or make obvious an interactive POS (iPOS) transaction system in the sense that a customer-response unit interacts with the customer by serving up content. Claims 1 and 13. The content may be targeted to the specific customer. Indeed, Pine et al.. '282 does not even mention advertising, promotions or surveys.

The CRU of the invention also tracks the customer's response to that served-up content.

Pine does not teach, suggest or make obvious the claimed invention. Applicants respectfully ask that the §102 rejection be withdrawn.

CONCLUSION

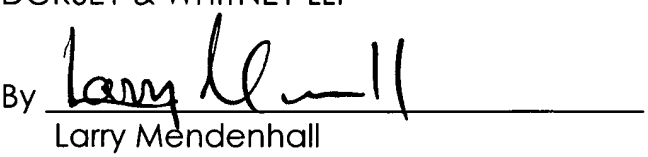
The Application being in condition for allowance, the Applicant respectfully requests that the Examiner issue a Notice of Allowance at an early date.

If the Examiner believes that personal communication will expedite the prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided below.

The Commissioner is authorized to charge any additional fees that may be required, including extension fees, or credit any overpayment to Deposit Account No. 50-2319 (Our Order No. A-69366/RBC/LM).

Respectfully submitted,

DORSEY & WHITNEY LLP

By 

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